

### REMARKS

Favorable reconsideration of this application is respectfully requested.

Claims 14-18 and 20-26 are pending in this application. Claims 14-18 and 20-26 were rejected under 35 U.S.C. § 103(a) as unpatentable over U.S. patent 6,961,590 to Toebes in view of U.S. patent application publication 2005/0143137 to Matsunaga et al. (herein "Matsunaga"). That rejection is traversed by the present response as now discussed.

Applicants respectfully submit the claims as currently written positively recite features neither taught nor suggested by Toebes in view of Matsunaga, and thereby the outstanding rejection is traversed by the present response, as now further discussed.

Independent claim 14 recites:

a storage part for storing a database in which numeric data and a piece of registration information are associated with each other, the numeric data being obtained by numerical conversion of a keyword related to said piece of registration information in accordance with said assignment relationship[.]

The other independent claims 24-26 recite similar features of a database and of the numeric data obtained by numerical conversion of a keyword.

According to the above features recited in the claims as currently written, a cellular telephone or personal digital assistant includes a storage for storing either registration information or numeric data in association with registration information, the numeric data obtained by numerical conversion of a keyword related to the piece of registration information in accordance with an assignment relationship.

As shown in Figure 6 in the present specification as one non-limiting example, the storage part can store different numeric data corresponding to keywords of a contact's name. As shown for example in Figure 3 in the present specification, if a user of the cellular telephone or personal digital assistant inputs a numeric string "546" and then presses a function key selected from a group consisting of an E-mail key, an address book key, a menu

key, and an Internet connection key, the storage part will be accessed and a piece of registration information corresponding to the type of a pressed function key and associated with the numeric data can be displayed.

Applicants respectfully submit the above-noted features directed to such data stored in a database as currently claimed is neither taught nor suggested by the applied art.

With respect to the above-noted features of the “database” the outstanding rejection cites Toebes specifically at column 3, lines 43-64; column 4, line 42 to column 5, line 8; column 5, lines 8-30.<sup>1</sup>

In reply to that grounds for the rejection applicants submit Toebes does not disclose or suggest the claimed features. More specifically, Toebes does not disclose or suggest utilizing a database in which numeric data and a piece of registration information are associated with each other, where the numeric data is obtained by numerical conversion of a keyword related to the registration information. At the cited passages Toebes discloses a user can input characters into an interface and then database entries will be searched for a match, but Toebes does not disclose or suggest that the database stores numeric data corresponding to a piece of registration information, wherein the numeric data is obtained by a conversion of a keyword related to the registration information.

In fact Figure 3A in Toebes shows details of a communication address database associated with a communication device. As is clearly shown in Figure 3A in Toebes that database does not correspond a numerical conversion of a keyword to a piece of registration information. Again with reference to Figure 6 in the present specification as a non-limiting example, in the claimed invention numeric data is corresponded to registration information, see the “Full Name” in Figure 6 as “registration information”, and is stored in a database. Toebes clearly does not disclose or suggest such a database, and that is evident from Figure 3

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<sup>1</sup> Office Action of March 20, 2009, the paragraph bridging pages 2 and 3.

in Toebes that clearly does not include any numerical conversion of a keyword stored in relation to a piece of registration information.

Thereby, the above-noted features recited in independent Claim 1 are neither taught nor suggested by Toebes.

Applicants also submit the outstanding rejection misconstrues the disclosures in Matsunaga relative to the claimed features.

The claims also recite the function key the user can select is one of an E-mail-key, an address book key, a menu key, and an Internet connection key. That is, when a user inputs a certain numeric string to search, there are different types of registration information corresponding to the numeric string, and specifically the user can: press an E-mail key, for example when an E-mail address is desired; can press an address book key, for example when address information is desired; can press a menu key, for example when a function of a cellular telephone is desired; and can press an Internet connection key when an Internet connection is desired. In the claimed invention a call request is made for a piece of registration information corresponding to the selected function key, and thereby in the claimed invention only the desired piece of registration information need be obtained and displayed.

Such features are not believed to be taught or suggested by Matsunaga.

Matsunaga discloses a terminal apparatus of a cellular phone. In Figure 2A Matsunaga discloses a plurality of icons 11 on a main screen 1. Applicants submit those plurality of icons are items displayed on the screen and selected by a cursor 12, and thereby differ from the claimed function keys. Applicants also submit Matsunaga fails to disclose or suggest a function key selected from a group consisting of an E-mail-key, an address book key, a menu key, and an internet connection key. Matsunaga further fails to disclose or

suggest operating such function keys after a numeric string is entered, the numeric string obtained by conversion of a key word and in correspondence of registration information.

For such further reasons, applicants further traverse the outstanding rejection.

In view of the foregoing comments, applicants respectfully submit the claims as currently written patentably distinguish over Toebes in view of Matsunaga.

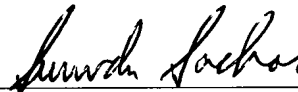
As no other issues are pending in this application, it is respectfully submitted that the present application is now in condition for allowance, and it is hereby respectfully requested that this case be passed to issue.

Respectfully submitted,

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